



**City of Greensboro
Goal 1 High Level Indicator**

5. Total hotel, motel, and bed and breakfast nights booked

	2005	2006	2007	2008	2009	2010
Total Hotel/Motel Nights Booked in Piedmont Triad Region ¹	3,875,564	3,940,605	3,976,759	3,689,087	3,410,520	3,378,784 ²

¹ Triad Region includes Alamance, Caswell, Davey, Davidson, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, & Yadkin Counties. Data not available at county level.

² Through November

Data Source: Smith Travel Research, as provided by the North Carolina Department of Commerce, Division of Tourism, Film and Sports Development

Total hotel, motel, and bed and breakfast sales revenue

	FY 2004-05	FY 2005-06	FY 2006-07	FY 2007-08	FY 2008-09	FY 2009-10
Total Hotel/Motel Room Sales in Greensboro	\$ 113,940,533	\$ 121,683,500	\$ 119,921,500	\$ 126,643,367	\$ 113,872,600	\$ 109,690,767
Total Hotel/Motel Occupancy Tax Collected in Greensboro	\$ 3,418,216	\$ 3,650,505	\$ 3,597,645	\$ 3,799,301	\$ 3,416,178	\$ 3,290,723

Data Source: City of Greensboro Comprehensive Annual Financial Reports